

REMARKS

Reconsideration of the above referenced application in view of the enclosed amendments and remarks is requested. Claims 11 and 14 have been amended. Claims 1 -10 have been canceled. Claim 17 has been added. Claims 11-17 remain in the application.

ARGUMENT

Claims 1-16 are rejected under 35 USC 102(e) as being anticipated by Lunetta, et al. (US 2001/0031102) (hereinafter Lunetta).

Claims 1-16 are rejected under 35 USC 102(e) as being anticipated by von Rosen, et al. (US 6,493,677) (hereinafter von Rosen).

Claims 1-10 have been cancelled. Remaining independent claims 11 and 14 have been amended to more particularly recite the present invention in light of the cited art. Claims 11 and 14 have been amended to include the limitation that the on-line consumer is provided with a mechanism to interactively create the personalized content to be applied to the image of the article of merchandise using a content creation application program. Lunetta and von Rosen both show that the personalized content (i.e., the decorative image, or logo image) may be uploaded by the consumer or selected from a set of images already stored on the server. Lunetta and von Rosen, however, do not teach or suggest [that the consumer can interactively create the personalized content in real-time using a content creation

application program provided by the server (e.g., as a web-accessible tool on the server's web-site).

Since the cited art does not teach or suggest this limitation, the independent claims, and all claims dependent therefrom, are allowable.

In addition, newly added claim 17 recites the limitation that the server accepts an order from the consumer to purchase the composite image itself, not the article of merchandise with the personalized content applied to it. Neither Lunetta nor von Rosen teach or suggest such a limitation. Therefore, claim 17 is allowable.

CONCLUSION

In view of the foregoing, Claims 11-17 are all in condition for allowance. If the Examiner has any questions, the Examiner is invited to contact the undersigned at (503) 264-8074. Early issuance of Notice of Allowance is respectfully requested.

Respectfully submitted,

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